

the Newsletter



STAT USA®

Summer 2004

A Season of Change

STAT-USA Transforms It's Online Services

Last Summer and Fall, STAT-USA contacted many of our customers to get their feedback on our products and services. We wanted their thoughts on the content, functionality and design of our products. While this is an ongoing process, that effort is now bearing fruit.

USA Trade Online

As promised last Fall, STAT-USA has rolled out a new prototype design for USA Trade *Online*, our database of merchandise trade import and export statistics. This new design, promoted as the "Enhanced Version", offers our customers more flexibility in terms of the data they receive as well as how they display it.

The Enhanced Version offers three years (36 months) of cumulative historical monthly data as well as annual data from 1992 forward. With our new Vista software, as programmed by Beyond 20/20, customers can manipulate the data more extensively than before. Data columns can be suppressed and country and commodity percentages can be calculated. Even the heart of the report itself can be modified to include other commodities and countries not initially



Lead programmer, Bruce Guthrie, and customer service representative, Gerry Brown, look at the new UTO site.

included in your data selection.

Perhaps the most impressive new features are the new report options. Customers may now choose between a standard report (*like they are used to*) or a colored chart or graph. Chart options include pie charts, line graphs, stacked bars and 3D bars. The charts are printable and like before, all reports can either be downloaded in either an excel format or comma delimited.

USA Trade *Online* has more proposed changes to come in, but currently, you can view this Enhanced Version at: **www.usatradeonline.gov**

STAT-USA/Internet

Due to its sheer size in terms of content, the changes to STAT-USA's signature service may not seem as evident as the obvious ones to USA Trade *Online*. The process of updating areas and adding new features to STAT-USA/Internet has been less heralded, but just as important and rewarding to the customer.

Last Fall, the International Trade Library in the GLOBUS

Learn more about our products and services online!

STAT-USA®/Internet™

Our flagship service, STAT-USA/Internet contains all of the information available on the National Trade Data Bank (NTDB)® as well as U.S. economic releases.

USA Trade® Online

Delivers the most current U.S. merchandise trade data available within minutes of its release.

EuroTrade Online™

A wonderful complement to USA Trade *Online*, this service offers export and import trade data from Eurostat, the official European statistical agency.

check out www.stat-usa.org

A Message From The Editor

As the main article indicates, change is very much the theme for this edition of the STAT-USA Newsletter. That change will also be affecting this publication. The newsletter will now be a semi-annual publication versus quarterly. The issues will become more of a "State of STAT-USA" publication, detailing the current state of our products, announcements and projects on the horizon.

Of course, we realize that from time to time we will have significant product/service news that cannot wait for a newsletter release. So we will also be offering electronic press releases throughout the year announcing the happenings we feel our customers need to know immediately. These releases will cover substantial changes to the content, functionality and design of our products.

Like with this publication, a membership to any STAT-USA product automatically signs up up for the electronic releases. Customers will receive a brief description of the update along with a link of where to find it on our website in their email box. If at any time you decide that you do not wish to receive these updates, there will be an "Unsubscribe" option in each email you receive, or you may call our offices directly at **1-800-STAT-USA (800-782-8872)**.

File Format Changes!

Formats for two of STAT-USA/Internet's more popular reports have slightly changed. **The Trade Opportunity Program Leads** database, on the GLOBUS & NTDB page is being rebuilt. As a result, the format has changed somewhat.

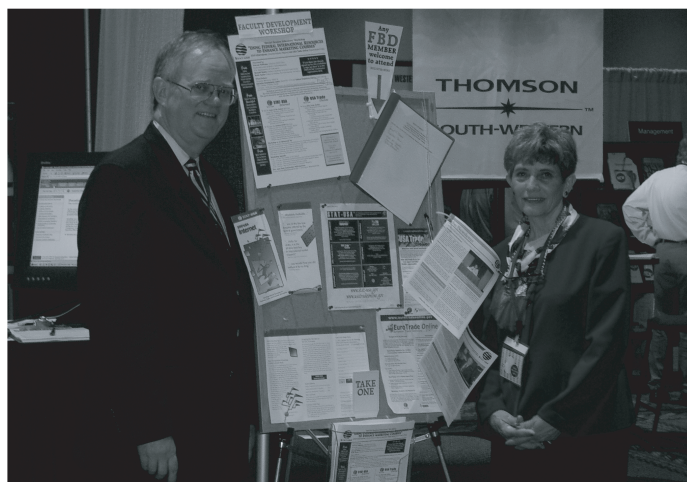
On the State of the Nation side, the **10 AM and Noon Exchange Rates** are now being posted in a new format. However, users can still access the old format via the Economic News section.

Out and About STAT-USA hits the Conference Circuit

Over the last few months, STAT-USA has travelled across the country for conferences and trainings. Check out some of the memorable moments from the road!



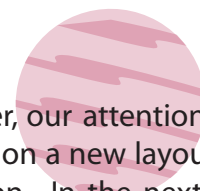
Exhibit Staff at SLA Conference in Nashville, TN



STAT-USA Director Forrest Williams & Professor Ruth Taylor at ACME Conference in Orlando, FL



Assisting a customer in the exhibit booth at the SLA Conference in Nashville, TN



and NTDB section was revitalized with new reports and updates of favorites. This summer, our attention has been focused on the State of the Nation side. Currently, STAT-USA is also currently working on a new layout for the economic releases. The proposed look can be accessed in the Economic News section. In the next few months, we will turn our attention to the content in an effort to make sure that we are providing the information our customers need in a format they want.

Meanwhile, we've added navigational features throughout the site to assist in everything from searching to documenting the types of information that is provided.

- **Recent Files** - allows customers to quickly see the files that have been added today, as well as this week back to last month. This section can be reached from the homepage and the main GLOBUS and SOTN pages.
- **Location Guides** - (see figure A below) these provide brief descriptions of various files and databases and can be found on any search results screen.
- **New Navigators** - Located for customer convenience at the top and bottom of all SOTN and GLOBUS non-file areas.
- **Browse Locations** - Offered for the State of the Nation Library and several of the databases on the GLOBUS & NTDB page, including the International Trade Library and Best Market Reports. Allows users to quickly move about the database using a drop down menu.
- **Quick Search** - Offered for both the State of the Nation Library and International Trade Library. Allows users to search these individual databases only.
- **Site Search** - provides customers with the option to choose either Standard Search or the more structured Alternative Search, which allows for restrictions of words and dates the files were added.

Customer Feedback

It is due to customer feedback that these new features and content are added to STAT-USA products and services. Your comments, concerns and even criticisms are truly the inspiration for all that we do. So it is important that we continue to hear from you. If you have any comments about the changes we've made or have ideas for things you'd like to see done, please do not hesitate to contact us either by phone at **1-800-STAT-USA (800-782-8872)** or email at **statmail@esa.doc.gov**

Figure A - STAT-USA/Internet Location Guides

